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City of Barrie

Final

Communities in Bloom Committee

Tuesday, September 5, 2023 | **4:00 PM** | **Huronia Room "B"**

COMMUNITIES IN BLOOM COMMITTEE REPORT
For consideration by the Infrastructure and Community Investment Committee on September 20, 2023.

The meeting was called to order by Chair, Councillor, A.M. Kungl at 4:01 p.m. The following were in attendance for the meeting:

Present: 7 - Councillor A.M. Kungl
K. Bagnell
D. Brooke-Bagnell
K. Patterson-McGrath
D. Ramsay
S. Posius
V. Watts

STAFF:
Horticulture Foreperson, M. Boyd
Legislative Coordinator, T. Maynard
Legislative Coordinator, S. Drury.

The Communities in Bloom Committee met and discussed the following:

COMMUNITIES IN BLOOM EVENT/UPDATES

The Committee discussed the judges' visit for the 2023 Communities in Bloom Program. They commented on the positive feedback received by the judges, the highlights of the tour that included the seniors' residence on Penetanguishene Road, and the excellent job Councillor Riepma did in Councillor Kungl's absence.

The Committee discussed the recommendation made by the judges to enter the international competition for 2024. They agreed to consider what is involved more thoroughly during the next meeting.

The Committee further discussed:

- Ways of engaging citizens, in particular youth, during the winter and summer seasons;
- Ideas of sponsoring a garden plot at a school including holding planting sessions;
- Reaching out to not-for-profit organizations for donations of produce;
- Have City-run camps and the Barrie Public Library offer planting or gardening activities;
- Awarding certificates to children who submit pictures of ways they have improved their communities; and
- Designing a badge on Facebook that recognizes the program for people to display.

The Committee further discussed ways of improving their communications such as:

- Videos Mayor Nuttall and the Committee to be included in his digital newsletter, and sponsoring events,
- A video with the Barrie Farmers Market and the Downtown Barrie Business Improvement Area (BIA),
- Providing developers with a leaflet on the Committee and an invitation to reach out for consultations,
- Start a calendar of posts and videos offering tips and Committee information to be released on social media and inviting citizens to submit pictures of their gardens for a chance to win garden of the month.

The Committee agreed to add the following topics to the next meeting's agenda:

- Discussion on participating in the Communities in Boom international competition,
- The outcome of the judges' decision,
- Inviting Councillor Riepma to the meeting,
- Youth engagement; and
- Increasing the Committee's social media presence; and
- Giving a presentation to City Council.

ADJOURNMENT

The meeting adjourned at 5:32 p.m.

CHAIRMAN